



MEDIA WORK PLAN

HEATSTROKE CAMPAIGN 2021

APRIL 28-SEPTEMBER 26, 2021



Table of Contents

Executive Summary	3
Media Strategy and Campaign Details.....	4
Media Environment and Selection Considerations	7
Radio.....	9
Digital.....	13
State Campaign Extension Considerations	17
Glossary	18

Executive Summary

Tragically, 882 children have died due to pediatric vehicular heatstroke since 1998, and these deaths can be prevented. The most common circumstance behind these tragedies was the driver simply forgot the child was in the vehicle (often associated with a change in daily routine). The goal of the 2021 Heatstroke campaign is to remind parents and caregivers to always think “Where’s Baby? Look Before You Lock.” According to MRI data, the demographic most likely to have young children under 2 years old is 25- to 44-year-old adults, making them the primary target audience for this campaign.

Paid advertising will run beginning Wednesday, April 28, through Sunday, September 26, 2021, and will be supported by an estimated \$2.55 million media budget. The plan will run nationally, with additional media placements in states with the highest incidents of vehicular heatstroke between 1998-2020.

State Departments of Transportation (DOTs) and State Highway Safety Offices (SHSOs) may wish to reference this paid media strategy and resulting media buy details to develop their own media plans during the campaign period, or to adapt tactics and approaches for their own campaigns. Special attention should be paid in rural markets to ensure adequate reach, especially in areas with limited broadband accessibility. Detailed recommendations for State DOTs and SHSOs can be found at the end of this document. Downloadable creative materials developed to support this national campaign can be found at TrafficSafetyMarketing.gov.

The 2021 Heatstroke campaign media plan will be radio-centric to take advantage of in-vehicle consumption where the message can carry the most immediacy. Priority will be given to terrestrial radio, but podcasts and streaming audio may also be used to deliver the Heatstroke campaign message to the target audience. NHTSA may also seek influencers to bring this important message to their audience.

Digital and social efforts will run on a geotargeted basis to the 18 states that suffer the largest number of child heatstroke fatalities. This geotargeted digital weight will heavy-up the national radio plan in these areas.

Media Strategy and Campaign Details

The goal of the 2021 Heatstroke campaign is to remind parents and caregivers to look before they lock so they never forget a child in a vehicle. The primary media strategy aims to build frequency to effectively communicate NHTSA's heatstroke campaign message. The plan will explore audio—terrestrial radio, podcasts and streaming audio—as well as digital opportunities utilizing an audience targeting strategy and social media platforms due to their high reach potential. All mediums will be activated in both English and Spanish.

Planned Campaign Assets

Figure 1: Campaign Assets

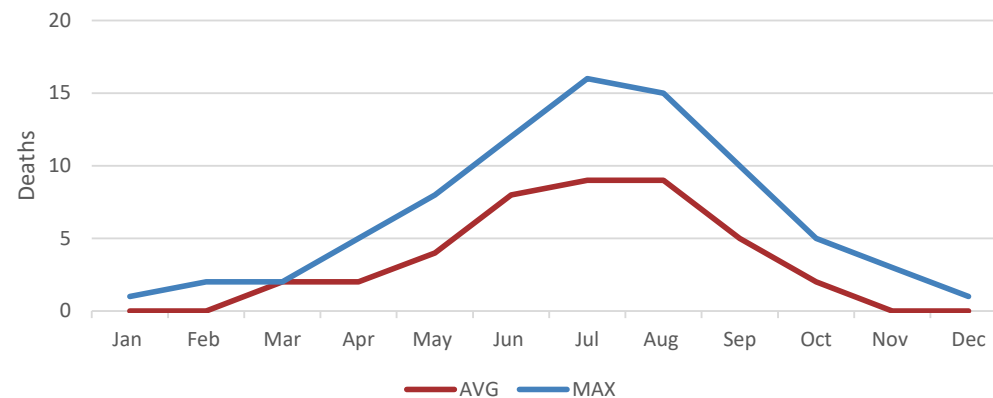
Campaign	Language	Asset	Where Used
Heatstroke 2021	English	Baby Talk	Radio
		Cry Baby	Radio
	Spanish	Bebé Olvidado	Radio
	English/Spanish	Sepia—Baby/Toddler	Digital (display/social)

Source: Feature Source

Advertising Period

Paid advertising for the campaign will run on flighted schedules Wednesday, April 28 through Sunday, September 26, 2021.

Figure 2: Monthly Distribution of Pediatric Vehicular Heatstroke Deaths (1998-2020)



Source: Jan Null, CCM, Department of Meteorology and Climate Science, San Jose State University, <http://noheatstroke.org>

To raise awareness ahead of and during the highest risk period, the campaign will begin in April and run through September (Figure 3). The radio and digital/social flights will be staggered to ensure there is always media weight running each week through the duration of the campaign.

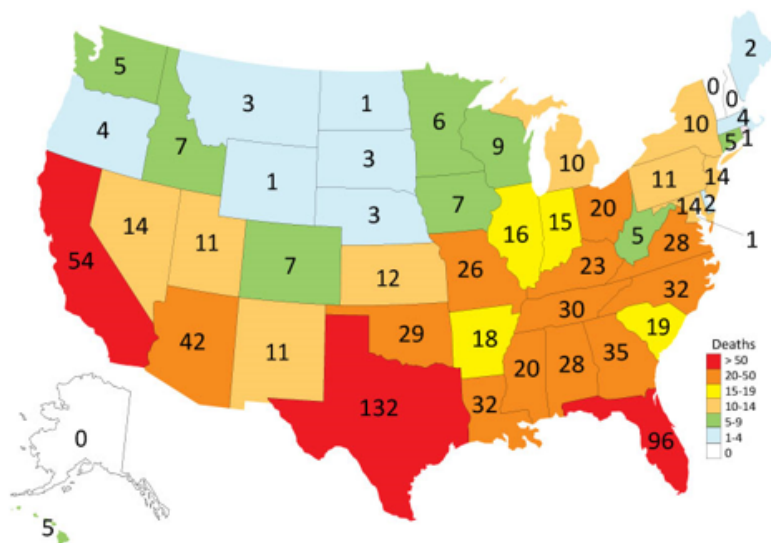
Figure 3: Campaign Calendar

	April				May					June				
Media Tactic					28	2	9	16	23	30	6	13	20	27
Radio Adlets/Traffic/Weather					April 28-September 26									
Radio :30											June 6-September 5			
Digital/Social					5/1-5/15						5/30-6/19			

	July				August					September				
Media Tactic	4	11	18	25	1	8	15	22	29	5	12	19	26	
Radio Adlets/Traffic/Weather	April 28-September 26													
Radio :30	June 6-September 5													
Digital/Social	7/4-7/24					8/8-8/28				9/6-9/26				

The paid media plan for the Heatstroke campaign will be national in scope. However, the plan will place additional weight into states that have suffered the highest number of vehicular heatstroke fatalities among children.

Figure 4: Pediatric Vehicular Heatstroke Deaths 1998-2020



Source: Jan Null, CCM, Department of Meteorology and Climate Science, San Jose University, <http://noheatstroke.org>

The 2021 Heatstroke paid media campaign digital weight will target 18 states that suffered the highest number of pediatric vehicular heatstroke fatalities from 1998-2020 as noted in Figure 5.

Figure 5: States with Highest Number of Pediatric Heatstroke Deaths 1998–2020

State	Total Deaths	Per Capita Deaths	Per Capita Rank
Texas	132	21.4	39
Florida	96	27.4	43
California	54	7.2	15
Arizona	42	30.8	46
Georgia	35	16.9	33
North Carolina	32	16.8	32
Louisiana	32	34.9	50
Tennessee	30	24	41
Oklahoma	29	36.3	51
Virginia	28	18	34
Alabama	28	31	48
Missouri	26	22.8	40
Kentucky	23	27.5	44
Ohio	20	9.3	22
Mississippi	20	34.1	49
South Carolina	19	20.7	39
Arkansas	18	30.8	47
Illinois	16	6.8	14

Source: Jan Null, CCM, Department of Meteorology and Climate Science, San Jose University, <http://noheatstroke.org>

Working Media Budget

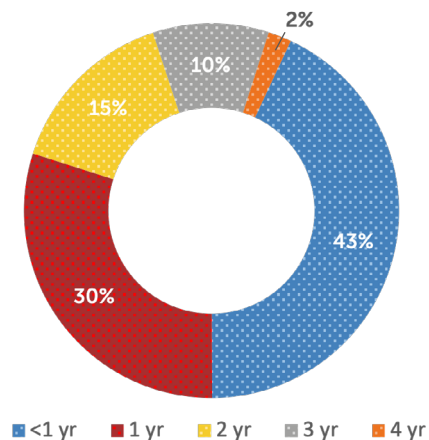
The total budget for the Heatstroke 2021 campaign is estimated at \$2,550,000.

Target Audience

According to NoHeatstroke.org, forgotten children make up the largest percentage of pediatric vehicular heatstroke deaths (53%). The age range of children who die after being forgotten is concentrated in the very young—with 88% of forgotten child deaths occurring among children ages 2 and under (Figure 6). According to GfK MRI research, 25- to 44-year-old adults make up the largest segment of the population who are parents to children ages 2 and under (Figure 7). Therefore, the target audience for the campaign is 25- to 44-year-old parents with children under 2 years old.

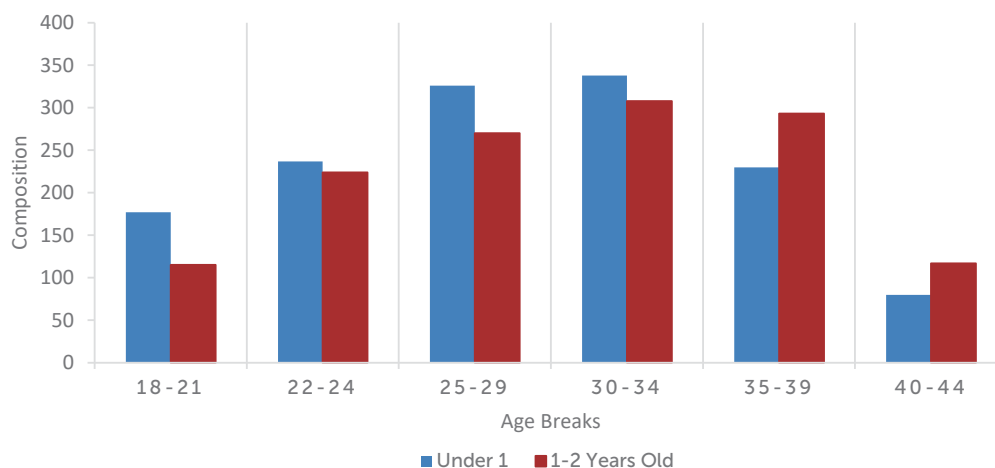
The secondary target audience is 25- to 44-year-old Hispanic (Spanish-reliant) parents with children under 2 years old.

Figure 6: Age Distribution of “Forgotten” Pediatric Vehicular Heatstroke Deaths (1998-2020)



Source: Jan Null, CCM, Department of Meteorology and Climate Science, San Jose University, <http://noheatstroke.org>

Figure 7: Age of Parents of Children Ages 2 and Under



Source: 2020 Doublebase GfK MRI

Media Environment and Selection Considerations

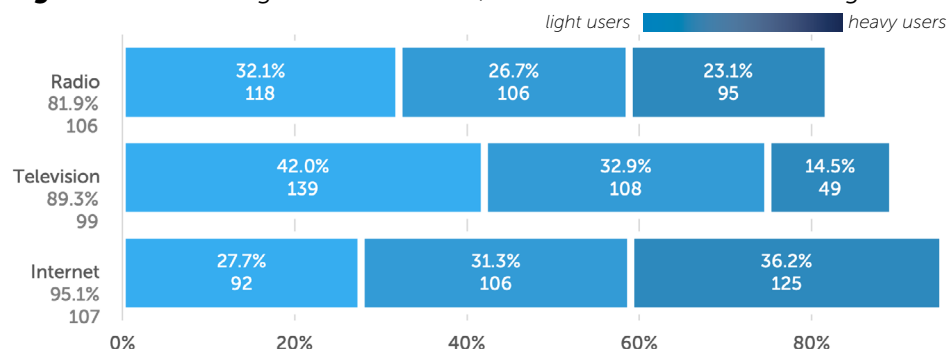
Radio and digital are both heavily used by the target audience and have high reach potential over the course of the campaign (Figure 8). Using radio and digital in combination will reach the audience in the places where they consume media the most and allow the campaign to have a consistent presence over the entire flight. This combination will provide repetition and continuity over the course of the campaign, providing the highest reach and frequency with the available budget.

Radio has the potential to reach over 80% of the target audience over the course of the campaign. With the added value opportunities that radio provides, it is a cost-efficient way to reach the target audience on their most listened-to stations, while they are in their cars and when children are more likely to be at risk of being forgotten. The plan will consider all audio—via terrestrial radio, podcasts and audio streaming.

Social media usage continues to be strong with the target audience and will be used to engage with parents on platforms they use the most (Figure 9). Digital is used by over 90% of the audience and targeting users on sites with the highest traffic that are most relevant to the user will increase the frequency of the plan.

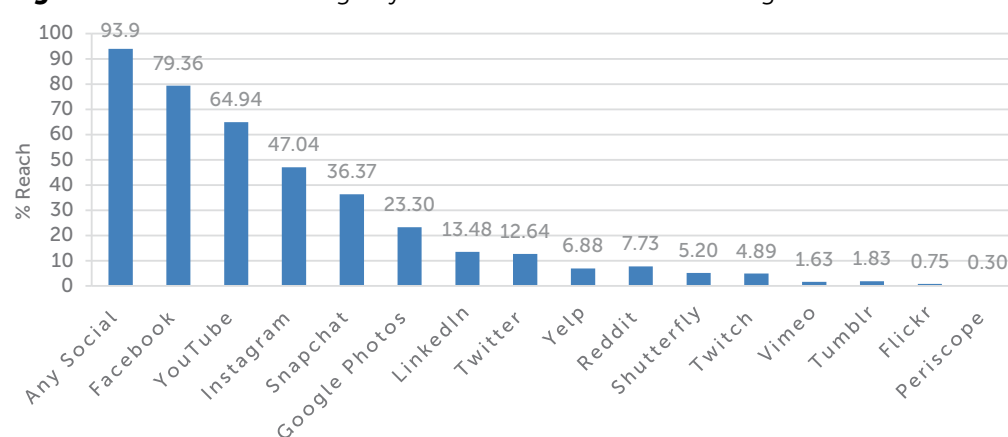
There is very little difference when comparing consumption patterns with the Spanish-reliant audience; therefore, the strategy should be the same for both markets, with a percentage of the budget being allocated to Spanish-language media vehicles (Figure 10). The media recommendations based on this plan will address tactical executions to specifically reach the general market and Spanish-reliant audiences.

Figure 8: Media Usage General Market, Adults 25-44 with Children Ages 2 and Under



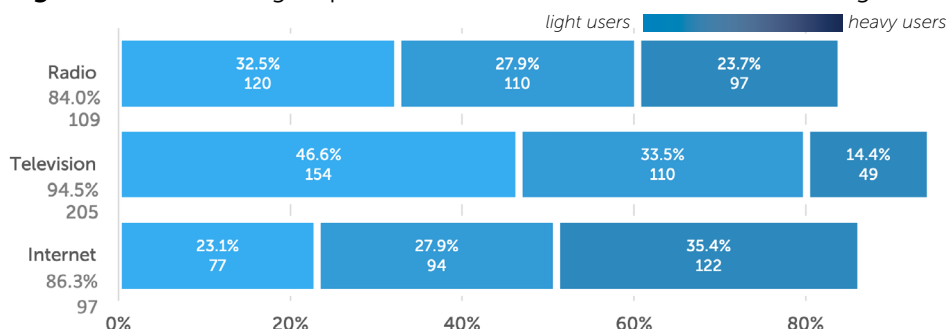
Source: 2020 Doublebase GfK MRI Weighted to Population (000)

Figure 9: Social Media Usage by Adults 25-44 with Children Ages 2 and Under



Source: 2020 Doublebase GfK MRI

Figure 10: Media Usage, Spanish-reliant Adults 25-44 with Children Ages 2 and Under



Source: 2020 Doublebase GfK MRI

Based on the budget, available assets and flight timing, NHTSA will consider the following mediums for the ad buy:

Radio

- ▶ Terrestrial radio
- ▶ Streaming audio
- ▶ Podcasts

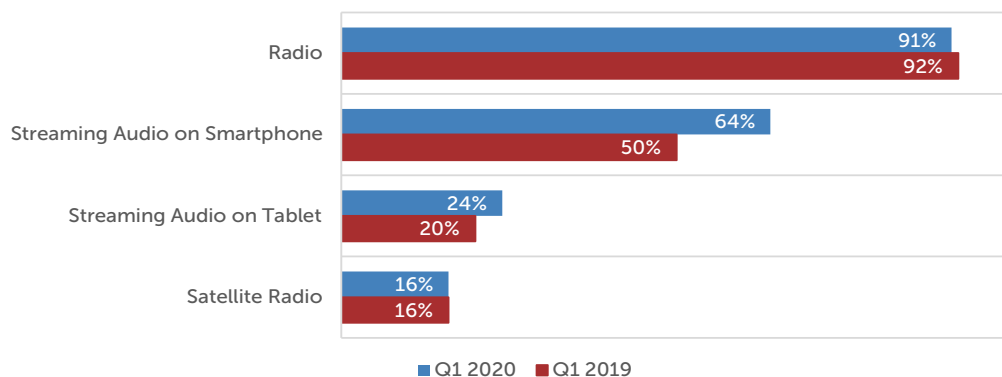
Digital

- ▶ Digital direct
- ▶ Programmatic
- ▶ Weather sites/apps
- ▶ Paid social media
- ▶ Digital out-of-home/remarketing

Radio

According to Nielsen media research data, terrestrial radio is the highest reach medium, reaching over 90% of the U.S. adult population. While terrestrial radio has seen little change in listenership overall, the audio universe has expanded with streaming audio on smartphones seeing the greatest gains across all audiences (Figure 11). With a stable audience base and variety of platforms, as well as being a critical touchpoint to reach the target audience when they are driving, radio and streaming audio tactics are an important component of the Heatstroke campaign.

Figure 11: Weekly Reach of Audio Among Adults 18+

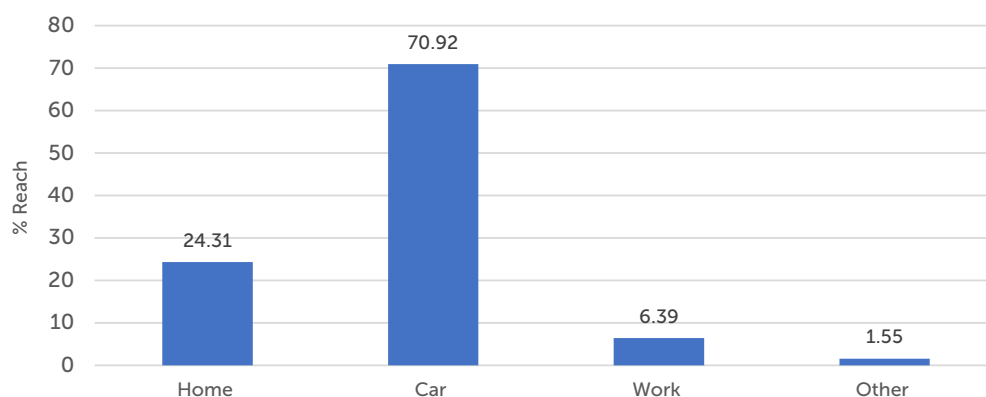


Source: 2020 Doublebase GfK MRI

Terrestrial Radio

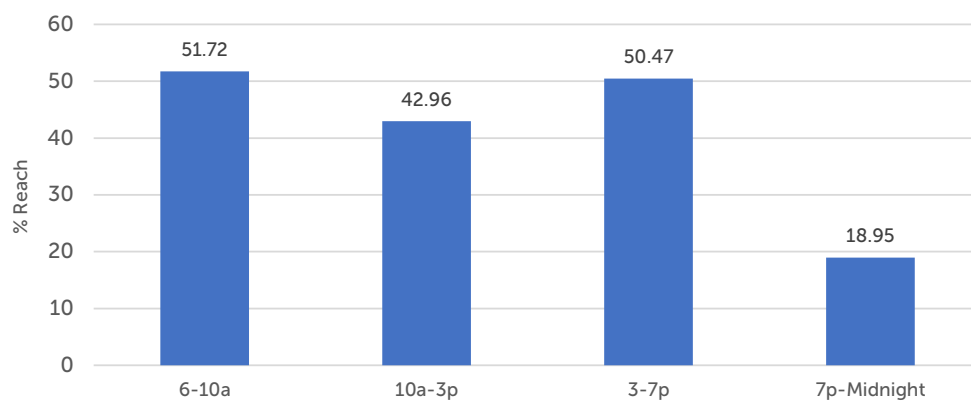
Terrestrial radio as a platform has large potential reach with the target audience while they are in their cars (Figure 12), and is comparatively cost-efficient, making it the primary recommended medium for this ad effort. Radio weight will be scheduled to run more heavily during the hours of the day when parents are most likely to be in their vehicles and at risk for leaving a child in the vehicle—early morning (6-10 a.m.) and late afternoon (3-7 p.m.) drive times (Figure 13).

Figure 12: Where Adults 25-44 with Children Ages 2 and Under Listen to the Radio



Source: 2020 Doublebase GfK MRI

Figure 13: When Adults 25-44 with Children Ages 2 and Under Listen to the Radio



Source: 2020 Doublebase GfK MRI

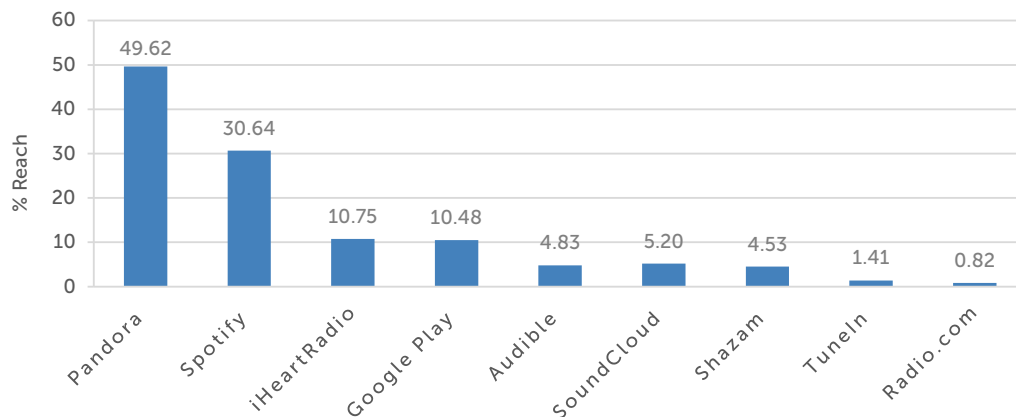
NHTSA will also consider the use of on-air talent/influencers to get the Heatstroke campaign message out to young parents. When a radio personality delivers a message, it carries an implied endorsement that helps the message break through the audience. On-air personalities are particularly attractive messengers to consider not only because they have loyal followings and existing relationships with listeners in their markets, but also because as employees of the network, they are accountable to the FCC and are relatively brand safe. Typically, radio personalities provide on-air and social media posts that will be negotiated as part of the overall media buy.

Streaming Audio

Streaming audio services have seen new entrants and strong growth year over year, as shown above in Figure 11. To reach members of the audience who prefer streaming services, NHTSA will bolster its activation of terrestrial radio for the Heatstroke campaign prevention message via streaming audio services. Multiple streaming services will be considered, and the plan may activate more than one based on past performance and reach potential.

Figure 14 is a list of the top audio streaming platforms listened to by 25- to 44-year-old adults with young children for consideration.

Figure 14: Reach Potential of Ad Supported Streaming Services to Adults 25-44 with Children Ages 2 and Under

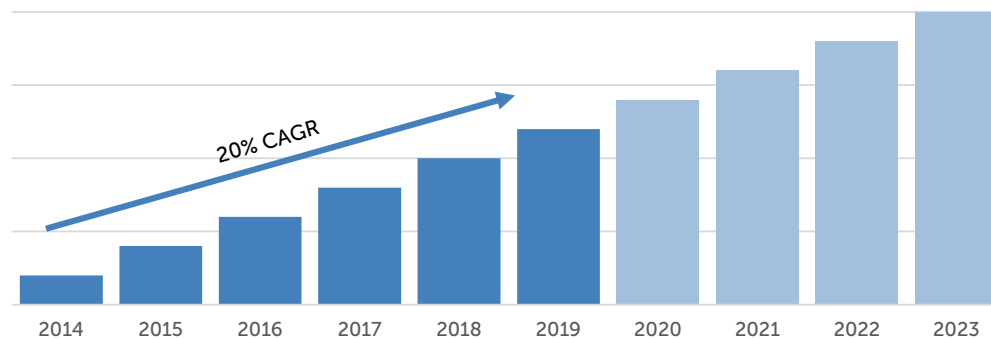


Source: 2020 Doublebase GfK MRI

Podcasts

Podcasts are continuing to grow in popularity (Figure 15). Nielsen's Podcast Listener Buying Power database found that light podcast listeners listen to 10 hours and 13 minutes each week, which is 43 minutes more than the average American. Heavy podcast listeners tune in an additional 22 minutes for a total of 10 hours and 35 minutes each week. Findings from the database attribute much of the increased podcast engagement to existing listeners who are migrating from light use to heavy use—a strong testament to the content being offered to listeners.

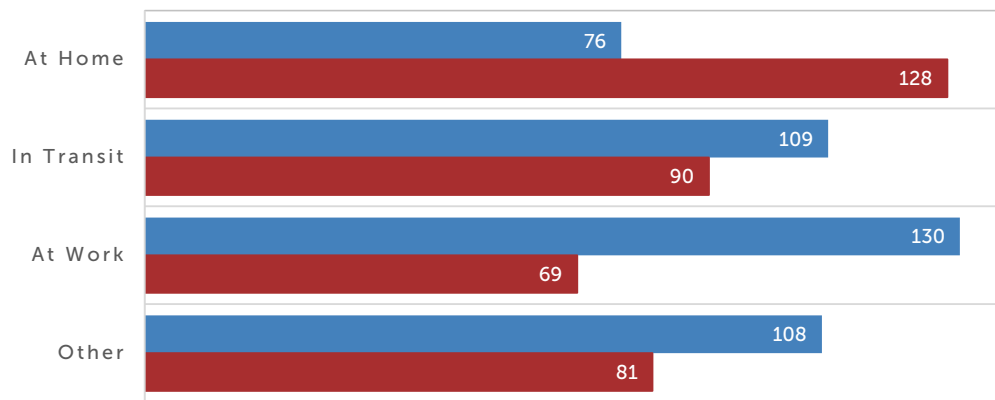
Figure 15: Podcast Audience Growth Rate



Source: Nielsen Podcast Listener Buying Power Database

Podcasts, like broadcast radio, are portable and are a constant companion when viewing a screen is not an option. That makes audio the media of choice during transit times. Smartphones are driving podcast engagement, as more than 36 million Americans now access podcast content this way. The heaviest podcast listeners are also most engaged when they are away from home (Figure 16).

Figure 16: Heavy Users Listen Away from Home



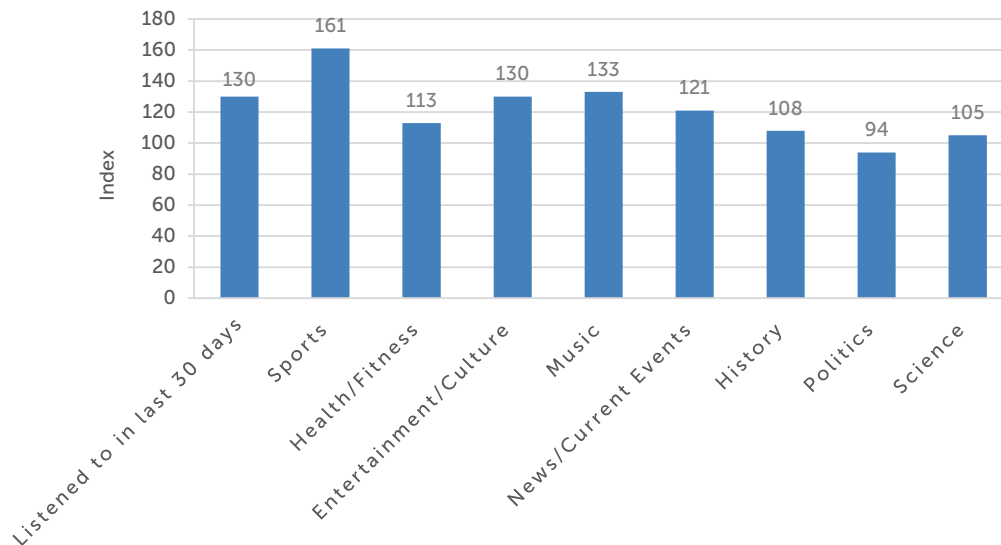
Source: Nielsen Podcast Listener Buying Power Database

According to MRI data, almost 30% of the target audience listens to podcasts and that number continues to rise as podcasts become more popular. Podcast advertising is unique in that 78% of listeners approve of podcast advertising because listeners make the connection that the advertising funds the content that they value. But podcast listeners do not simply approve of ads; many find them memorable and motivating (Interactive Advertising Bureau Podcast Playbook). Data in the IAB Podcast Playbook indicated that 67% of listeners could recall products and brands featured in ads.

The average podcast includes three slots for ads—a pre-roll (greet the listener), mid-roll (plays halfway through an episode) and post-roll (closing credit). Podcast hosts read most of the ads, similar to terrestrial radio host-read ads. Because the Heatstroke campaign covers a five-month period, NHTSA will have the opportunity to engage podcasts that index high with parents of young children and build a brand relationship with them over time. This strategy offers NHTSA the opportunity to engage in a meaningful way with this audience and will add frequency to the overall campaign messaging.

Podcasts, if used, will be specifically chosen based on content and target audience interest. Figure 17 lists the top-performing podcast categories for the target audience. Sports, health and fitness, entertainment and music are the top listened-to topics for this demographic.

Figure 17: Podcast Usage by Adults 25-44 with Children Ages 2 and Under



Source: 2020 Doublebase GfK MRI

Ultimately, combining terrestrial radio, streaming audio and podcast ads will allow NHTSA to efficiently connect with the audience when young children are most at risk.

Digital

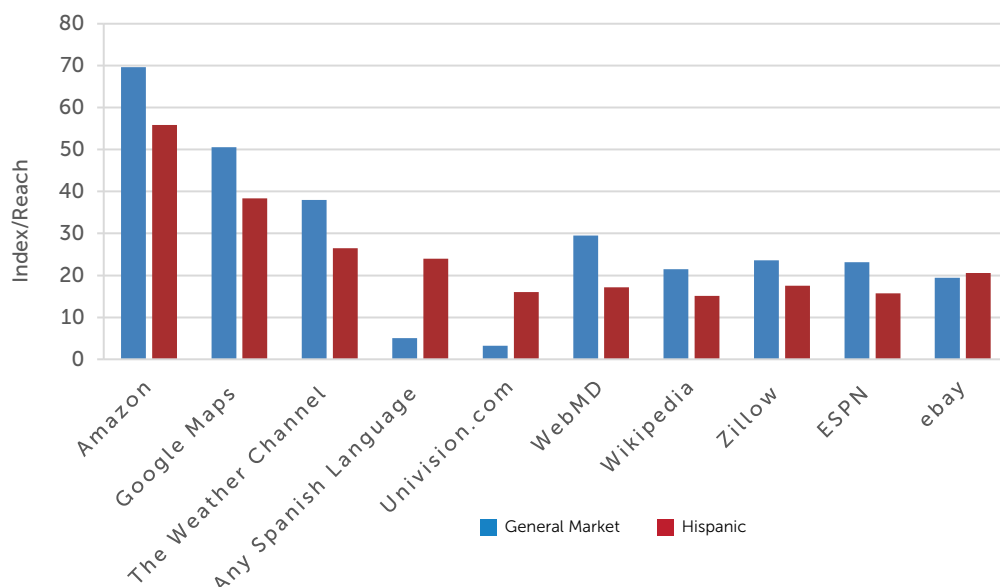
In order to add weight to the 18 states that have the highest vehicular heatstroke-related deaths, the digital plan will strive to include a mix of high-impact units as well as programmatic/run of network placements to increase the frequency of the messaging in those states. NHTSA has the opportunity to assess the performance of the 2020 campaign to lean into the placements that performed well while also running impactful units on sites that resonate with the Heatstroke campaign audience. Performance factors and tactical recommendations based on those findings will be included in the subsequent media buy summary.

Below is an overview of the key strategies to consider and the value they each bring to NHTSA's 2021 Heatstroke digital plan. There is opportunity for NHTSA to connect with parents and caregivers to raise awareness for the Heatstroke prevention campaign by including digital direct, programmatic and weather apps in the media plan and complementing it with a comprehensive programmatic, remarketing and social strategy to guarantee reach.

Digital Direct

NHTSA will explore the publishers and sites that index highest for 25- to 44-year-old adults with young children and select sites that will allow NHTSA to bring the Heatstroke campaign message to life in the most impactful way. Figure 18 is a list of top sites visited by the target audience.

Figure 18: Top Sites Visited by Adults 25-44 with Children Ages 2 and Under



Source: 2020 Doublebase GfK MRI

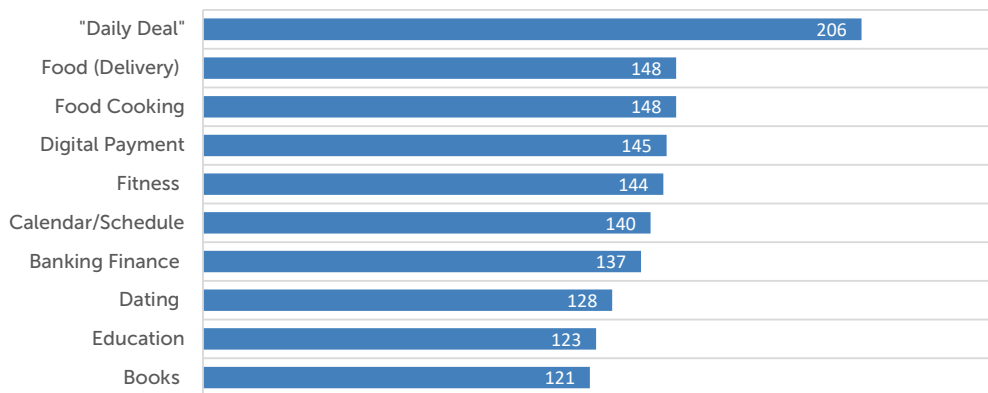
Websites that rank highly among the general market and Spanish-reliant audience will be considered for the 2021 campaign. The goal is to include those sites that reach the Heatstroke campaign audience while also allowing NHTSA to run an innovative, high-impact concept on the site(s).

Programmatic

Programmatic ad buying allows NHTSA to serve ads based on interest, behavior and demographics, as well as third-party audience lists in a cost-efficient manner. NHTSA will continue to use programmatic to reach parents with young children cost effectively and choose from the most broad-reaching segments that pertain to the 25- to 44-year-old adults with young children target to maximize reach and value.

Figure 19 is a list of the top app categories that 25- to 44-year-old adults with young children are using daily, which can help inform affinity groups and targeting for programmatic ads. Possible affinity groups to consider include those who possess a vehicle, sports, real estate, food/cooking, fitness and movies.

Figure 19: Top 10 Mobile App Usage with Adults 25-44 with Children Ages 2 and Under



Source: Source: 2020 Doublebase GfK MRI

Daily Deal and other publisher sites will allow NHTSA to run targeted ads to adults who have purchased items that relate to children (e.g., products for baby, infant, toddler or young child such as diapers, formula, clothing, food, toys, etc.).

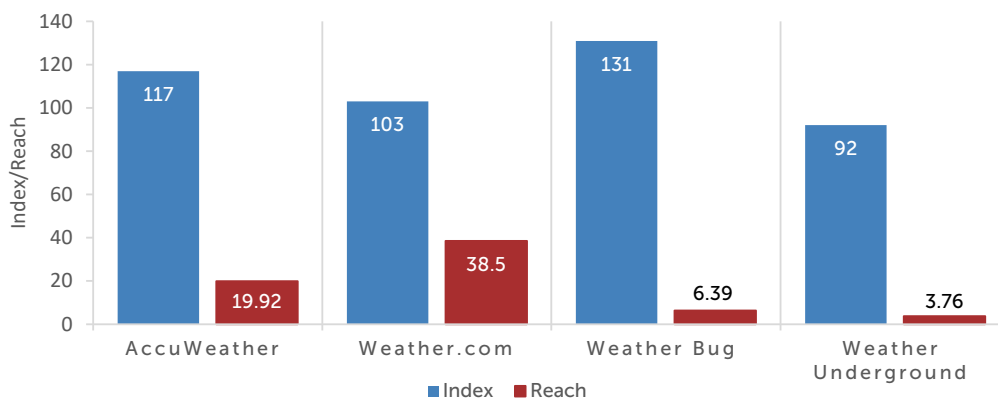
Weather Sites/Apps

Dynamic creative allows advertisers to adapt and tailor ads for specific audiences, formats and contexts. It does this by allowing advertisers to deliver tailored versions of ads based on audience segments and relevant data signals such as time of day, weather, demographics, interests and e-commerce behaviors.

NHTSA can harness the power of weather-based targeting and serve a heatstroke ad to mobile and desktop users on days when heatstroke is a risk. This allows NHTSA to deliver the Heatstroke campaign message precisely at the time that a user may leave a young child in the car not realizing the potential deadly consequences.

Figure 20 illustrates the weather sites used by 25- to 44-year-old adults with young children. NHTSA will evaluate and select the best weather site(s)/app(s) for the campaign and identify where there is an opportunity to include dynamic ad or high-impact units based on what each site/app offers.

Figure 20: Most Popular Weather Apps Used by Adults 25-44 with Children Ages 2 and Under

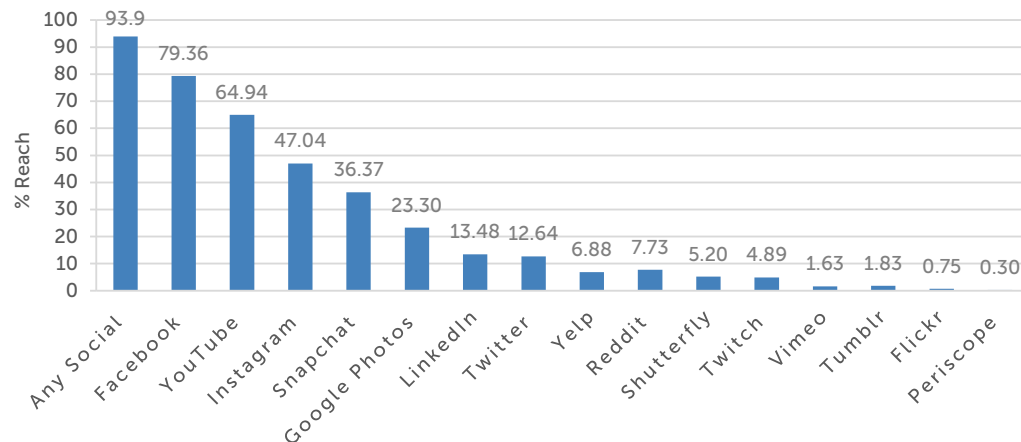


Source: 2020 Doublebase GfK MRI

Paid Social Media

The MRI data in Figure 21 indicates that Instagram and Facebook still index high with the Heatstroke campaign target audience. Performance of the 2020 campaign will be reviewed and consideration will be given to expanding the media plan to potentially include other high indexing social sites.

Figure 21: Social Site Reach Potential to Adults 25-44 with Children Ages 2 and Under

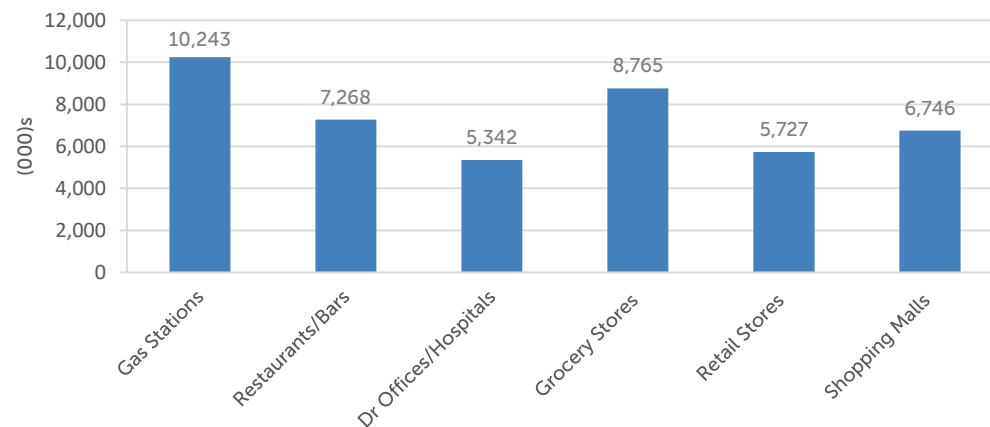


Source: 2020 Doublebase GfK MRI

Digital Out-of-Home and Remarketing

As a final component to the digital effort, NHTSA will explore digital out-of-home (DOOH) opportunities to deliver the Heatstroke campaign prevention message. These placements would be targeted to high traffic locations the target audience frequents. As Figure 22 indicates, the Heatstroke campaign's target audience can be found at gas stations, restaurants/bars, doctor offices/hospitals and grocery stores. Gas stations in particular offer compelling contextual opportunities for messaging to parents/caregivers while they may have their children in the car with them. NHTSA will consider activating DOOH in these locations and remarketing to the mobile devices of parents who visit, sending them additional ad exposures post-visit to increase frequency and drive message recall.

Figure 22: Places Adults 25-44 with Children Ages 2 and Under View Digital Video Display



Source: 2020 Doublebase GfK MRI

State Campaign Extension Considerations

The state-level plans can execute a number of strategies to build upon the base paid media reach provided in the national plan.

Radio

Due to the length of the advertising period, radio weight levels will be at lower levels. This leaves room for local market efforts to boost this weight with supplemental investment in radio. The national plan will consider using podcasts, but if used, the podcast plan will be light. State plans can look for opportunities to increase the use of this medium.

Large radio networks such as iHeartMedia will likely be activated to achieve the campaign goals. State plans can consider allocating any radio budget to other ownership groups or regionally or locally owned radio stations that perform well with the target audience. The states may want to use their local radio media budget toward engaging local radio personality influencers to extend the reach of the campaign. They may also use other audio streaming opportunities, such as Pandora and Spotify, and extend reach potential with partners such as SoundCloud, TuneIn and Radio.com. Moving that budget into non-audio opportunities can be considered as well.

Digital

The digital and social efforts will be geotargeting to the 18 states outlined in Figure 5. There is room for local efforts to boost this delivery in the 18 states as well as the remainder of the country that will be receiving radio weight only.

Digital opportunities offer sufficient inventory for states to increase reach and/or frequency within their geography on top of the national plan in a way that is most locally appropriate. This can include utilizing any of the publisher sites that are created to reach the target geotargeted by market or engaging a programmatic digital effort to increase reach and frequency. YouTube or Hulu could be activated to run the video being created for this year's campaign.

Rural Markets

Americans that live in rural areas have made large gains in adopting digital technology, but they remain less likely than urban- or suburban-dwelling adults to have home broadband or own a smartphone. Special attention should be paid to broadband penetration in rural markets to ensure adequate reach into those areas. States and regions with areas of low broadband penetration should consider supplementing the national campaign with more traditional buys.

Glossary

Radio

Audio Streaming: Delivering real-time audio through a network connection.

Audio Tweet: Audio tweets are :05 messages that are embedded into programming and not commercial breaks.

Terrestrial: Any radio signal that travels along the land, is broadcast from a land-based station and is received by land-based receivers (AM/FM radio).

Smart Speaker: An internet-enabled speaker that is controlled by spoken commands and is capable of streaming audio content, relaying information and communicating with other devices.

Digital

Audience Targeting: Using data points to target specific segments of the population based on their demographics, interests and behaviors.

Digital Direct Marketing: The electronic delivery of relevant communications to specific recipients. DDM uses email, web sites and services in the same way that direct marketing in the physical world uses the postal service.

Geotargeting: A method that enables advertisers to display (or prevent the display of) an ad specifically to visitors based on zip code, area code, city, DMA, state and/or country derived from user-declared registration information or inference-based mechanism. Relevant to both desktop and mobile data devices.

Programmatic Digital: Automated bidding on advertising inventory in real time for the opportunity to show an ad to a specific customer within a specific context.

Remarketing: Also referred to as retargeting, it is a tactic that involves showing ads to people who have visited a certain location, visited a website or used a mobile app.

Overall

Flight: Advertising timing strategy where ads or commercials are run during a period (called a flight). The higher the weight of the advertising, the more often it is seen.

Reach: The number of people you touch with your marketing message or the number of people that are exposed to your message during a given time.

Frequency: The number of times you touch each person with your message.